

Our #1 preventable cause of death

TOBACCO

Our #1 health priority

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Notes from the Tobacco Prevention and Control Program

New quit line ads launched June 24

On June 24, the Tobacco Prevention and Control Program began airing its newest television ads aimed at getting tobacco users who are interested in quitting to call the Washington quit line. Shot in Seattle by hometown advertising agency, Sedgwick Rd., the new ads use humor to suggest that smokers don't need to go to extreme measures to quit. In the first ad, a woman, trying to quit her tobacco habit, has boobytrapped her house, car, and purse by securing mousetraps to the cigarette packs located in each place. She then proceeds to carry on with her normal day and when forced by habit to reach for a cigarette, snap! In the second ad, a man, also trying to quit smoking, has strapped a working shower nozzle and tank to his back so that



Smoker tries to quit the hard way in new ad.

In this issue:

- [Youth quit line research](#)
- [Gay pride march](#)
- [Smokeless States grant](#)
- [Implementation Advisory Committee](#)
- [Regional youth events](#)
- [Selecky Awards](#)
- [TRUTH tour is here](#)
- [Improve quit services in clinics](#)
- [Patient referral pads](#)
- [Smoke-free zoo event](#)
- [Social marketing book](#)
- [Calendar](#)
- [Clallam County recognized](#)
- [Monthly news links](#)

when he lights up, water automatically douses the flame and ruins the cigarette. At the end of both ads, an announcer explains, "There are easier ways to quit." The ads will run statewide. Ads similar to those shown on television will be displayed on billboards, buses, posters, and coasters in places where people smoke. You can view the new television ads and find out when and where they will air on the Department of Health Tobacco Prevention and Control Program's Web site at <http://www.doh.wa.gov/tobacco/media/media.htm>

For further information about the new ads, contact Susan Zemek at (360) 236-3634 or e-mail susan.zemek@doh.wa.gov.

Research confirms new youth quit line direction

When the Department of Health first decided to provide quit services to young people it envisioned establishing telephone quit line services that would include follow-up calls to

young and mailed quit kits, and incentives for callers when they reached quitting milestones.

However, due to privacy concerns and new research, the department decided to scale back its original plan. Teens will still be able to call the quit line, but no follow-up services or quit kits will be provided. Instead the department is looking at using the internet to reach young smokers.

A part of the department's planning process was to ask The Gilmore Research Group to conduct research that would indicate the most effective ways to provide and promote youth quit services. Gilmore surveyed youth services in other states to see what worked and what didn't, conducted a telephone survey, and recruited local program contractors to help distribute surveys that focused on specific tasks such as choosing between a number of possible quit line names, evaluating existing quit Web sites, or selecting the best ways to draw young people's attention to a new quit service.

Based on their research, Gilmore Associates made several recommendations, which the department is considering.

- The department should shift its focus from a telephone service toward providing youth quit services through a Web site. Youth surveyed indicated they are more likely to use a Web site than a telephone service.
- The audience for the quit service should be expanded to include college youth, 18-20. The older members of this audience are more likely to be ready to quit.

Gilmore's research also indicated which features youth would find useful on a Web site and the best ways to promote the site in various settings (high schools, colleges, and in public).

Thanks to the help of local program contractors about 600 surveys were collected. Contractors who helped distribute and collect surveys were: Theresa Cross and James Lanz, Southwest Washington Health District; Stacey Doss, Klickitat County; Karen Potts, Adams County; Michael Leon-Guerrero, Seattle-King County; Celisa Hopkins, American Lung Association; Kay Sparks, Chelan-Douglas Health District; and the Cowlitz Substance Abuse Coalition.

For further information contact Susan Zemek at (360) 236-3634 or email susan.zemek@doh.wa.gov

DOH struts its stuff in annual parade

For the second year, the Department of Health took its anti-tobacco message to the Gay Pride march in Seattle. The march is a major event in the lesbian, gay, bisexual, and transgender community. The march is part of two days of activities that draw an estimated 100,000 people. The lesbian and gay community has been heavily targeted by tobacco companies that often feature cigarette give-aways in community's bars and clubs, and sponsor gay and lesbian dances. A survey sponsored by the Seattle Lesbian Cancer Project and the Department of Health last year found smoking rates of 50 percent



Left to right: Tamatha Thomas-Haase, Tom Wiedemann, Dave Harrelson, Carla Huyck, Celina Hopkins, and Leslie Benoit.

among Seattle gay and bisexual men, and 48 percent among lesbian and bisexual women, about double the smoking rates for Washington's population as a whole. Department staff received an enthusiastic response as they drove their convertible draped with ads from the department's tobacco prevention campaign along the parade route and passed out 12,000 lollipops marked with the state tobacco quit line number. DOH staff who volunteered to participate in the parade included Dave Harrelson, Carla Huyck, Tamatha Thomas-Haase, and Tom Wiedemann. Leslie Benoit and Celisa Hopkins of the American Lung Association of Washington's Yakima office also participated.

For further information contact Dave Harrelson at (360) 236-3685 or email david.harrelson@doh.wa.gov

Washington receives Smokeless States grant

Efforts to eliminate secondhand smoke in Washington State got a boost recently when Washington BREATHE (Backers of Responsible Education About Tobacco's Harmful Effects) received a grant from the Robert Wood Johnson Foundation's SmokeLess States Initiative to promote the development of public policy to eliminate secondhand smoke.

BREATHE members plan to mobilize existing community anti-tobacco coalitions as well as recruit those involved in community health and environmental efforts to advocate for the elimination of secondhand smoke in all public places. BREATHE will support community secondhand smoke efforts by providing financing, materials, organizing and mobilization expertise, and advertising support.

BREATHE will hire four organizers to mobilize communities around the state, and provide policy and media advocacy training to local advocates. Additionally, BREATHE will conduct a media campaign, with a special focus on under-represented communities not currently reached by the state's media campaign. BREATHE will seek to build cross-

cultural coalitions to increase the diversity of support for the elimination of secondhand smoke statewide.

The Department of Health will be bringing a new emphasis in the next year to eliminating secondhand smoke and will work closely with BREATHE to coordinate efforts. Kevin Knox, of the American Cancer Society, is the project director for Washington BREATHE. BREATHE is a newly formed coalition whose members include the American Cancer Society, American Heart Association, American Lung Association, Washington Asian Pacific Islander Families Against Substance Abuse, and the Washington Association of Community and Migrant Health Centers.

For further information or to share your ideas about what local coalitions can do to combat secondhand smoke, contact Kevin Knox at (425) 741-8949 ext. 113 or email Kevin.Knox@cancer.org

At the Department of Health, contact Tom Wiedemann at (360) 236-3643 or email tom.wiedemann@doh.wa.gov

Implementation Advisory Committee meeting highlights from June 27

The following issues were discussed at the June 27 meeting of the Implementation Advisory Committee. A more complete version of the meeting minutes will be available in the "For Contractors" area of the statewide program Web site in the near future (<http://www.doh.wa.gov/tobacco/contractors/contractors.htm>).

Statewide evaluation plan: Julia Dilley, of the state tobacco prevention and control program's assessment and evaluation team, presented a draft of the plan for evaluating the program's progress. Julia asked committee members how they might use the plan and the type of tools they would need to use the plan effectively. Julia said the program will present its first progress report to state legislators in January 2003 and that the evaluation plan is essential to demonstrating that the program has a strong evaluation approach. Julia also pointed out that Washington is the only state to publish such a report.

Tobacco industry clause: Tom Wiedemann, a program contract manager, presented a draft of a clause the department proposes to include in its 2004-2005 tobacco control contracts requiring contractors to disclose any affiliation with the tobacco industry. The clause would not preclude contractors from using tobacco industry funds to support activities in their business, agency, or organization if it were part of a non-tobacco prevention funded activity. The Department of Health will provide sample language that local county, tribe, and Educational Service District contractors can use in their subcontracts.

Performance-based contracting: Terry Reid, state tobacco prevention and control program manager, asked for volunteers to review the tool the statewide tobacco prevention and control program plans to use to monitor its contracts. The tool, which is being developed by the Center for Health Training, will help the program consistently evaluate contract performance, identify local training and technical assistance needs; and

provide a set of protocols for site visits. Melinda Harmon (Bremerton-Kitsap County HD; Corey Wakeley (Tobacco Free Benton-Franklin Counties); Darlene Zacherle (Confederated Colville Tribes), Madge Vandervort (Okanogan County HD); and Stephanie Silvernail (Puget Sound ESD) agreed to advise the program during tool development.

Training: April Pace of the Center for Health Training reviewed the work her organization is doing for the statewide tobacco program. These projects include cessation training for providers, a speakers bureau, and an information service. The Center for Health Training also is working on a "collaborative" that will help clinics to improve their management and care of patients with chronic diseases. Further project information will be available in the program newsletter and on its Web site. April shared results of the training needs survey done in March at the statewide conference, and the committee identified additional training needs.

Enhancement funds: Committee members were reintroduced to the process that will be used to distribute Enhancement Funds. The committee members advised the program to limit the number of applications that each contractor can submit. The request for applications will be sent to community contractors in mid-July. Other contractors are highly encouraged to collaborate with community contractors on applications.

Youth quit line: Tamatha Thomas-Haase, program cessation specialist, said that the Human Subjects Review Board will not allow the new youth quit line to make follow-up calls or send literature to the homes of minors. The program will send contractors a survey to determine the availability of local youth-focused school and community-based cessation resources.

American Legacy Foundation youth empowerment grant: Staff from the American Lung Association, American Cancer Society, and the University of Washington presented an overview of the services each has been contracted to provide. There will be a conference call on the services funded via the American Legacy Foundation grant in the near future to make contractors more aware of opportunities to coordinate with the youth grant project.

American Lung Association: Has revised the materials and lesson plans teens use to educate young students about tobacco use through the association's T.A.T.U. program. The association will continue to provide and/or support training of T.A.T.U.'s peer educators.

American Cancer Society: Developing and/or providing training opportunities and materials to hone the advocacy and leadership skills of teens.

University of Washington: Will continue to train teens in the use of the Teens, Tobacco and Media, media literacy curriculum, developed under contract with the DOH.

For further information contact Terry Reid at (360) 236-3665 or email terry.reid@doh.wa.gov

Regional youth events planned for July and August

The Department of Health has openings at each of three regional events for high-school aged youth who want to build their leadership and organizing skills, and learn how to carry out projects to fight tobacco use in their communities.

The events, titled *Outrage 2002*, are scheduled for:

- July 19-20 at Pacific Lutheran University in Tacoma,
- July 29-30 at Washington State University in Pullman
- August 9-10 at The Firs Conference Center in Bellingham.

Each event features team-building activities and learning sessions for about 125 youth and their adult advisors. There is no cost to participate. Local group leaders will organize transportation to and from each event. Lodging and meals will be provided.

For more information contact Wendy R. Lewis at the Center for Health Training at (206) 447-9538 or via e-mail at wlewis@jba-cht.com.

The Seleckies are back!

Here is your chance to give some recognition to the young people who have done outstanding work to help reduce tobacco use in your community. The Department of Health is taking nominations for the Selecky Awards, named after Secretary of Health Mary Selecky, to be presented at the agency's three regional youth events this summer. You can nominate a young anti-tobacco activist, an adult who works with youth, a youth group or coalition, or even a youth event to receive recognition in any one of 22 categories. See the article above for more youth event information. The Seleckies nomination form is available from Carla Huyck or in the near future in printable form on our Web site at http://www.doh.wa.gov/tobacco/contractors/Selecky_App.pdf

For further information contact Carla Huyck at (360) 236-3678 or email <mailto:carla.huyck@doh.wa.gov>

Truth Tour hits Washington

The American Legacy Foundation has based one of its youth anti-tobacco education and fun buses in Seattle for the summer. From there the bus will travel to events that attract large audiences of young people around the state. To learn more about the tour including where the bus will appear visit <http://www.thetruth.com/html/index.cfm?id=278>. To get to the event schedule click on "Experience Truth 2002," roll your cursor over the row of stars on the left until "Where are we now?" appears, click on it, and then click on "Seattle."

Washington State Collaborative offers clinics a way to improve quit services

The Department of Health and its partners Qualis Health (formerly ProWest) and the Robert Wood Johnson Foundation are looking for primary care clinics in Washington State willing to work together to improve their delivery of health services including

tobacco cessation. Clinics participating in the collaborative project will choose between two tracks: diabetes or adult preventive services care. Participating clinics will attend three learning sessions and an Outcomes Congress, set up patient registries in their clinical setting, learn and do rapid-cycle quality improvement, and share experiences with each other and a team of faculty experts

The collaborative plans to recruit 40 Washington clinics this summer to participate. Community contractors are encouraged to support local clinic participation in this Collaborative. If you are aware of clinics in your area that may be interested in participating in the collaborative, please contact Karen Krueger at (360) 236-3611 or karen.krueger@doh.wa.gov. Information also is available online at the Collaborative's Web site <http://www.doh.wa.gov/cfh/wsdc> or on the Qualis Health Web site at http://www.qualishealth.org/collabs/ws_prevent_services/prevent_services.htm

Snohomish County provides doctors with quit pads

In 2001, Snohomish Health District formed a partnership with seven health organizations in Snohomish County to foster communication between organizations offering cessation services, reduce barriers to access, and coordinate promotion of cessation resources. One of the partnerships first products is a tobacco cessation referral pad, similar to a prescription pad, created for doctors to use with patients during office visits. The pads remind the patient that their doctor recommends they quit smoking and provides a number to call to receive written materials or register for a quit smoking class. In the first five weeks of implementation, more than 35 people called the line to receive materials or obtain cessation information. The card also lists the number for the Washington State tobacco quit line.



To receive a referral pad in the mail, contact Pat Sickler at (425) 339-8631 or e-mail her at psickler@shd.snohomish.wa.gov. The template is available to any county wishing to create a referral pad.

Port Defiance Zoo and Aquarium fundraiser is smoke-free

Zoobilee, one of the Point Defiance Zoo and Aquarium's major annual fund-raising events will be smoke-free this year. Zoobilee is a black-tie gala that features gourmet food and beverages from more than 60 of the area's finest restaurants, caterers, and beverage suppliers, and five stages with music and entertainment from around the world. Although smoking will be allowed in a few designated areas at the zoo's perimeter it will not be allowed in the pavilions, food and drink areas, or the main stage.

Credit for the smoke-free event goes largely to its health care sponsors Group Health Cooperative, Franciscan Health System, Good Samaritan Community Healthcare, Magellan Behavioral Health, MultiCare Health System, and Regence BlueShield. The event will be held July 19.

For further information contact Krysta Willoughby, Zoo Society Event Coordinator, (253) 404-3664

Social marketing book published

A new book on social marketing features the work of health professionals in our state along with other nationally acclaimed projects. Five Washington case studies are featured including the Department of Health's "Be healthy, be active" campaign. The lead author of the book, *Social Marketing, Improving the Quality of Life*, is Nancy Lee, a frequent consultant to the Department of Health, the Tobacco Prevention and Control Program, and local health projects.

Mark your calendar

Contractor Meetings

ESD contractor meeting	July 11
Regional contractor meetings	October 2
Statewide contractor meeting	March 5 and 6 (tentative)

Conference calls

Youth grant	July 9 (1:30 -3:00 p.m.)
Youth Access	September 18, (10 - 11am)
Secondhand smoke	September 19 (10 -11am)
Cessation	Sept 23 (10:30 - 11:30 a.m.)

Enhancement fund application dates

Application forms available	mid-July
Contractor proposals due to DOH	August 30
Work starts	November 1

You can find calendar information anytime on the tobacco Web site at <http://www.doh.wa.gov/tobacco/contractors/calendar.htm>

New cessation email newsletter available

The newly established Center for tobacco Cessation has begun publishing an email newsletter covering everything related to tobacco cessation. The newsletter is published every two weeks. To subscribe, email ctc@cancer.org. The Center for Tobacco Cessation is a joint project of the Robert Wood Johnson Foundation and the American Cancer Society.

Clallam County wins National Association of Counties award for indoor air

Clallam County was one of six counties recognized recently for its participation in a nationwide effort to reduce smoking in the home. Clallam County participated in the environmental Protection Agency's "Environmental Tobacco Smoke and Children Pledge Card" campaign. Campaign participants distributed "Smoke-Free Home Pledge" cards to the public. The cards listed the hazards of secondhand smoke in the home and asked recipients to call a 1-800 number to pledge to eliminate smoking in their homes. The National Association of Counties promoted the campaign among its members by offering

awards to the counties that generated the most phone pledges. Clallam County was one of the top six counties and National Association of Counties rewarded them with a plaque. Clallam County Commissioners passed the plaque on to Tobacco Prevention Specialist Renee Martinez of the County's Health and Human Services Department for her program's work distributing the cards. "We passed them out everywhere we went," said Martinez.

News of the month

Cigarette smoking more dangerous than we knew says WHO

<http://www.washingtonpost.com/wp-dyn/articles/A12351-2002Jun19.html>

Secondhand smoke a real threat say WHO

http://www.reuters.com/news_article.jhtml%3Bjsessionid=A01ZOYGUEQRIICRBAE0CFFAKEEATGIWD?type=sciencenews&StoryID=1108747

Black diamond teens ask council to limit public smoking

<http://www.southcountyjournal.com/sited/story/html/95922>

Washington organizations attack initiative

<http://archives.seattletimes.nwsource.com/cgi-bin/texis.cgi/web/vortex/display?slug=spendinglimit20m&date=20020620&query=tobacco>

FDA to regulate cigarettes?

<http://www.ledger-enquirer.com/mld/ledgerenquirer/news/politics/3472324.htm>

Comments, questions, suggestions

We are always happy to hear from you. For information about this newsletter, contact Larry Champine at (360) 236-3614 or email larry.champine@doh.wa.gov